

**Achievement of Market-Friendly Initiatives and Results Program
(AMIR 2.0 Program)**

Funded By U.S. Agency for International Development

Events Management Workshop

Final Report

**Deliverable for MEI Component, Task No. 380.1
Contract No. 278-C-00-02-002101-00**

April 2003

This report was prepared by the AMIR Program Training and Events Team – (Sameera Qadoura, Rawan Tell, and Rami Khyami) in collaboration with Chemonics International Inc., prime contractor to the U.S. Agency for International Development for the AMIR Program in Jordan.

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Executive Summary

Goals:

To sharpen the participants' managerial and supervisory skills in managing significant events such as: Training, meetings, product launching, retreats, and marketing presentations.

Objectives:

- To provide an introduction about event management: Definition, history, purpose, benefits, and subfields;
- To explain stages of event management: research, design, planning, coordination and evaluation;
- To identify the managerial prerequisites for a successful event: planning, organization, hands-on participation and monitoring;
- To practice the effective logistics of a successful event: targeting, invitations, confirmations, equipments, speakers, venue and room set up;
- To highlight the requirements and policies, for Events under AMIR grants.

Target Group:

Event Coordinators\AMIR Partners (Microfinance Institutions, Business Service Providers and Ministry of Planning)

Duration:

One full day (8:30 – 5:00)

Program Agenda: please find attached

Participants:

Total attendees= 25 (16 Female, 9 male)
MFI's attendees= 6
BDS's attendees= 15
AMIR Program= 4

Agenda

April 30, 2003

8:30 – 5:30

“Event Management Workshop”

8:30 – 9:00

Registration

9:00 – 9:30

Welcoming

- ☛ Names introduction
- ☛ Objectives
- ☛ Expectations

9:30 – 10:15

Introduction to Event Management

- ☛ Warm up
- ☛ Introduction to Event Management
- ☛ Events Categories
- ☛ Event Management Skills
- ☛ Event Management Phases

10:15 - 11:15

Phase One - Before the Event

Event Planning & Design

- ☛ Why this Event
- ☛ Mechanism for event communication
- ☛ Resource analysis: financial \ technical \ manpower
- ☛ Target group
- ☛ How to determine date and place
- ☛ Event content, agenda, and timing
- ☛ Event Requirements

11:15 – 11:35

BREAK

11:35 – 12:30

Phase One - Before the Event

Finding Speakers

- ☛ Where to look for speakers
- ☛ Contacting speakers
- ☛ Contacting chairperson
- ☛ Role of chairperson

Invitations

- ☛ Whom to invite
- ☛ Invitation distribution

12:30 – 1:30**Phase One - Before the Event****External resources****Budgeting****Sponsorship****Systems & Tools****Contracts****1:30 – 2:00****Phase One - Before the Event Day**

- ☛ Staffing the events
- ☛ Dealing with registration and confirmation
- ☛ Preparing participant and speaker packs
- ☛ Set-Up preparations and seating plans
- ☛ Systems installation and testing, speakers rehearsals

2:00 – 2:45**LUNCH****2:45 – 3:15****Phase Two - During the Event****Warm Up Exercise**

- ☛ Introduction
- ☛ Follow-up considerations
- ☛ Remembering participants' care \ speakers' care
- ☛ Problem Solving
- ☛ Observing vendors.

3:15 – 3:30**Phase Three - After the Event**

- ☛ Mechanisms for feedback and evaluation
- ☛ Reporting and documentation

3:30 – 4:30**Events Under AMIR Grants**

- ☛ Requirements and points to consider
- ☛ Useful links

4:30 - 5:00**Wrap - Up****Summary and Conclusions of the Day****Evaluation**

FINAL ATTENDANCE LIST

"Events Management Training"

30-Apr-03

AMIR Program, Amman

Number of AMIR Trainees by Gender:

Women: 16

Men: 9

Total Number of Event Attendees:

Total: 25

Guest Name	Company Name	Business Phone	Email Address	Gender
♦ Ziad Abu-Al Fahem	Jordan Micro Credit Company (JMCC)	+962 (6) 568-1385 /6	adhm2002@hotmail.com	M
♦ Rania Abu-Shukor	Information Technology Association - Jordan (INT@J)	+962 (6) 515-2322	rania.abushukor@intaj.net	F
♦ Rawda Abu-Taha	Business & Professional Women Amman	+962 (6) 551-1647		F
♦ Bilal Abu-Zeid	Information Technology Association - INTAJ	+962 (6) 5152322	bilal.abuzeid@intaj.net	M
♦ Khaled Al-Gazawi	Jordan Micro Credit Company (JMCC)	+962 (6) 568-1385 /6	algazawi@e-jmcc.com	M
♦ Lara Al-Masou	INTAJ - Information Technology Association	+962 (6) 5152322	lara.masou@intaj.net	F
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♦ Hanan Awwad	JMCC			F
♦ Tulin Bakeer	AMIR Program	+962 (6) 5503050 / 1	tbakeer@amir-jordan.org	F
♦ Muna Dahdaleh	AMIR Program			F

Guest Name	Company Name	Business Phone	Email Address	Gender
♦ Jihad Dweikat	Microfund for Women (MFW)	+962 (6) 465-1028 /1406/1655/0455	jihaddweikat@microfund.org.jo	M
♦ Nadia Haddad	Amman Chamber of Industry	+962 (6) 464-3001	aci@aci.org.jo	F
♦ Layali Handal	Community Development Group (CDG)	+962 (6) 565-2108 /9	officemanager@cdgema.com	F
♦ Rima Jabagi	Jordan Forum for Business & Professional Women	5923882	rjabagi@cyberia.jo	F
♦ Dana Jaber	INTAJ - Information Technology Association	+962 (6) 5152322		F
♦ Natalia Janbek	Young Entrepreneurs Association (YEA)	+962 (6) 565-2151 , 563-9451, 563-9459		F
♦ Lina Mohammad	Microfund for Women (MFW)	+962 (6) 465-1028 /1406/1655/0455	lina@microfund.org.jo	F
♦ Hassan Morahly	The Jordanian Hashemite Fund for Human Development (JOHUD)	+962 (6) 582-5241	hmorahly@hotmail.com	M
♦ Natalie Ramadan	United Business Development (UBD)	+962 (6) 581-6836	nramadan@ubd.com.jo	F
♦ Majdi Salameh	Integrated Management & Information Consultants	+962 (6) 5688418		M
♦ Mayssa Salameh	CompuBase	+962 (6) 5601150	mayssa77@yahoo.com	F
♦ Amjad Sawalha	AMIR Program	+962 (6) 550-3050	/o=Chemonics/ou=AMIR-Jordan/cn=Recipi	M
♦ Jumana Theodore	Microfund for Women (MFW)	+962 (6) 569-9608	jumana@microfund.org.jo	F
♦ Jamil Wheidi	AMIR Program	+962 (6) 550-3050 /1 Ext. 112	jwheidi@amir-jordan.org	M
♦ Samer Younis	Information Technology Association - Jordan (int@j)	+962 (6) 5152322	info@intaj.net	M



برنامج دعم وتطوير بيئة الأعمال في الأردن
Achievement of Market-Friendly Initiatives and Results Program
Funded by the United States Agency for International Development

Training Evaluation Summary **Event Management Workshop for MFI's & BDS's** **30 April 2003**

Objective: To sharpen the MFI's and BDS's Participants managerial and supervisory skills in managing significant events such as training, meetings, product launching, retreats, and marketing presentations.

20 out of 21 participants filled the evaluation

- *Please check the rating which best describes the quality of this training :*

	<i>Materials</i>	<i>Trainers</i>	<i>Practical Application</i>	<i>Venue</i>	<i>Overall Training</i>
Excellent	19 (%95)	15 (%75)	16 (%80)	9 (%45)	17 (%85)
Good	1 (%5)	5 (%25)	4 (%20)	9 (%45)	3 (%15)
Fair	_____	_____	_____	2 (%10)	_____
Poor	_____	_____	_____	_____	_____

- *Which topic did you think was the most useful?*

- All topics were useful (4) (%16.6)
- Everything we got in the manual was very useful and interesting.(1(%4.2)
- Before the event (13) (%54.1)
- During the event (1) (%4.2)
- After the event (1) (%4.2)
- Event under AMIR Grants (3) (%12.5)
- Evaluation (1) (%4.2)

Note: 24 answers since some participants considered more than one topic as most useful

- ***Which topic did you think was the least useful:***

- “Events under AMIR Grants” (1) (%5)
- “Evaluation”. (1) (%5)
- All topics were useful (5) (%25)
- Booking the tickets (1) (%5)

Note: %60 left it without answer

- ***How could this course be improved?***

- To be split on two days (7) (%35)
- It is very good (1) (%5)
- More group work (1) (%5)
- More details on the “after the event phase” (1) (%5)
- To apply one case study on all the workshop (1) (%5)
- To cover “evaluation” more thoroughly (1) (%5)
- Online example (1) (%5)
- To hold a follow up event after each institution organizes an event to make sure that they followed the guidelines. (1) (%5)

Note: %30 left it without answer

- ***Would you recommend the training to others? Yes _20_(%100)___ No _____***

- ***Comments:***

- To get the Arabic copy of the materials when its ready (2) (%10)
- Thank you (8) (%40)
- I am very happy from the workshop (1) (%5)
- Good presentation (1) (%5)
- You made it very interesting (2) (%10)
- I hope I can attend other specialized workshops in event management (1) (%5)
- The workshop was very important to me and I learned more information (1) (%5)
- This workshop will improve my work (1) (%5)
- Good job (1) (%5)
- Note: %10 had no comments

Training Materials and Handouts

